

**AMENDMENTS TO THE CLAIMS**

**Please rewrite the claims as follows:**

Claims 1-4, 6-9, 11-14, 1-19, and 21-25 (Canceled)

26. (New) An image display apparatus comprising:

at least one display element for modulating a plurality of light beams of mutually different colors;

drive signal generating means for generating, on the basis of an image signal, a drive signal for driving said at least one display element; and

color purity switching means for effecting switching between a first mode in which color purity of at least one color among from said different colors is displayed as a first purity and a second mode in which color purity of said at least one color is displayed as a second purity different from said first purity,

wherein a method of generating said drive signal by said drive signal generating means upon said first mode is different from a method of generating said drive signal by said drive signal generating means upon said second mode.

27. (New) An apparatus according to Claim 26, wherein said color purity switching means effects switching between said first mode and said

second mode such that said color purity switching means causes a filter to be inserted into an optical path of said at least one color upon said first mode and said color purity switching means causes said filter to be removed from said optical path of said at least one color upon said second mode.

28. (New) An image display apparatus comprising:

a color separating system for separating light from a light source into three different color light beams which are first color, second color, and third color;

first, second, and third display elements which correspond to said first, second, and third colors, respectively, said display elements forming three images corresponding to said first, second, and third colors by respectively modulating said first, second, and third color light beams; and

color purity switching means for effecting switching between a first mode in which color purity of said first color among said three different colors is displayed as first purity and a second mode in which color purity of said first color is displayed as second purity that is lower in purity than said first purity,

wherein display of image of said first color upon said first mode is effected using said first color light beam and display of image of said first color upon said second mode is effected by adding said second color light beam into said first color light beam.

29. (New) An apparatus according to Claim 28, wherein said color purity switching means effects switching between said first mode and said second mode such that said color purity switching means causes a filter to be inserted into an optical path of said at least one color upon said first mode and said color purity switching means causes said filter to be removed from said optical path of said at least one color upon said second mode.

30. (New) An apparatus according to Claim 28, wherein color purity the of image of said at least one color displayed upon said first mode is higher than that displayed upon said second mode.

31. (New) An apparatus according to Claim 28, wherein said first, second, and third colors are red, blue, and green, respectively, or green, blue, and red, respectively.

32. (New) An apparatus according to Claim 28, wherein display of image of said first color upon said first mode is effected using only said first color light beam and display of image of said first color upon said second mode is effected by adding said second color light beam into said first color light beam.

33. (New) An image display apparatus comprising:

color purity switching means for effecting switching between a first mode in which an image of a first color is displayed as a first color purity and a second mode in which an image of said first color is displayed as second color purity that is lower in purity than said first color purity; and

drive signal generating means for generating a drive signal based on which the image of said first color is displayed with first color light upon said first mode and the image of said first color is displayed by adding second color light different from said first color light into said first color light upon said second mode.

34. (New) An apparatus according to Claim 33, wherein said first and second colors are red and blue, respectively, or green and blue, respectively.